

2. Paragraph 0027

Please add the following sentences to the end of paragraph 0027:

For example, gender and age specific advertising can be created with computer generated animated characters which can engage the person walking along side of the visual wall display, engaging them in conversation and showing them features of a product. The system would track the person position in relation to the advertising wall and the animated character would be automatically positioned along side the person walking next to the wall. The advertising wall is an acrylic or glass or rear projected screen where the computers project a computer generated likeness of a person or animal which would interact with the passers by. This form of advertising can be used to promote a cartoon or movie by enabling the advertiser to talk to a captive audience. At the airport the character can read a book to the children waiting for a flight for example. Based on observable interactive behaviors the animated characters can ask simple yes/no questions from the person in response to their willingness to interact with the advertising display. The delivery mechanism for distributing the audio/video advertising would be the World Wide Web. An advertiser can upload new commercials and geographically distribute them to the various geographically dispersed advertising display points, such as the “VideoGateway.TV” internet-based video delivery service. The advertiser, using involuntary audience participation, can use the information to obtain statistics as to the effectiveness of a marketing campaign and viewership participation.

3. Paragraph 0030

Please add the following sentence to the end of paragraph 0030:

As a further example, the baggage location information can be used to provide passengers with information regarding the location of their baggage, such as via a text message sent to one or more displays located about the airport or sent to the passenger's cell phone, notifying them of which carousel they need to visit to pickup their checked baggage.

4. Paragraph 0031

Please add the following sentences to the end of paragraph 0031:

Further examples include tracking passengers' whereabouts to provide information regarding the passenger's position to loved ones and business associates when a passenger arrives at their destination. Thus, a parent can check on the arrival of a child at the airport (given appropriate access to the data), and a rent-a-car company can send a driver with a prepaid rental car to greet the arriving passenger.

5. Paragraph 0038

Please insert the following sentence after the first sentence of paragraph 0038:

For example, the present invention can be used for marketing and advertising at any public forum, such as trade shows and shopping malls.